

# Social Media



ALTC









Senior Spouse Agenda

February 11, 2015

# State of Social



# Social Platforms

<div>360</div> <b>SOCIAL PLATFORM CHEAT SHEET</b> * Updated Aug 2014								
								
<b>NEED TO KNOW</b>	Most established social channel: broad reach in US & global. Very advanced targeting: paid ads necessary.	Very well established w/ strong ad products & potential for wide reach, though audience is more niche	Owned by Google. 2nd most popular search engine. 6 billion hours of video watched per month.	Owned by Facebook. Very high engagement rates relative to other channels. All mobile. Paid ads in beta.	Massive growth in last 3 years. Created a new design language that many have emulated. Huge mobile usage.	Started by a high school dropout; now owned by Yahoo. Blogging platform for the creative set.	Owned by Twitter. Launched the short-form video craze. Very influencer driven. Nearly all mobile.	Questionable value as a "social network" but not irrelevant. Mostly used to bolster SEO.
<b>WHO'S ON IT</b>	Everyone. However, teens are using it less, and differently (more for networking)	A fairly wide audience, with pops in: Tech, Marketing, African American, Entertainment, Politics	Everyone - Especially millennials, teens & young men.	Millennial parents, millennials, teens, and early adopters. Audience is getting more mainstream.	Mostly US, mostly women 25-54. Starting to get more popular amongst men and internationally.	Teens and Millennials. Popular amongst the fashion, art, entertainment & creative set.	Early adopters, millennials and teens. Hardcore content creators.	Large international audience + tech early adopters. Also has implications for whole Google ecosystem - so basically everyone.
<b>MAU</b>	1.07 Billion	271 Million	1 Billion	200 Million	Est. 70 Million Registered Est. 30 Million MAU	Est. 43 Million	40 Million	540 Million
<b>HOW PEOPLE USE IT</b>	Go-to social network for many demos. Browsing the feed; keeping up with friends; sharing news/photos; sharing & discovering content; planning events. Also used for customer service.	Many are spectators rather than active participants, discovering content, articles & news. Others use it for 1:1 engagement with friends, peers, celebrities & brands. Lots of customer service inquiries.	Watching videos, uploading videos, following video creators (now celebrities in their own right).	Showcasing their lives in unique, artsy, or adorable ways. Lots of selfies. Getting inspired by what others are sharing, including friends, brands & influencers.	Discovering new things & products; getting inspired; planning their lives. Notable: Wedding & party planning; Saving recipes; Curating style, looks, home decor, etc; Vacation planning	Curating & creating content that provides a window into their personalities, interests, etc. Riffing on pop culture, trends, humor, etc. Following others who inspire them.	Consuming & sometimes creating fun, interesting 6-second videos. Following influential content creators.	Often used for promoting one's personal business or career. Occasionally following brand content.
<b>HOW BRANDS USE IT</b>	Publish high quality visual content, often an extension of brand campaigns. Elicit engagement from fans & non-fans. Can do very robust demo & interest targeting.	Real-time participation in cultural events. Publish high quality visual & text based content. Ask questions & have 1:1 conversation with consumers & influencers. Host Twitter chats & parties. Respond to customer service inquiries.	Distribute TV commercials and other video content, and create unique web-based video content. Leverage influencers to create video content. Paid media - pre-roll, banners, in-video, etc.	Publish high quality visual content & engage with fans. Leverage influencers to create branded visual content.	Integrate Pinterest button on website & optimize web content for Pinterest. Utilize Pinterest API in unique applications. Maintain Pinterest profile & curate relevant content.	Maintain branded Tumblr page & curate experience through reblogs & original content. Engage with Tumblr influencers. Some convergence with Yahoo advertising.	Creating 6-second videos - one-off's or, increasingly, whole storylines in 6-sec episodes. Leverage influencers to create brand content.	SEO Less commonly used as a content distribution channel, and when it is, it's used mainly by publishers or tech brands.
<b>CONTENT TYPES</b>	Strong visuals (print quality) with less than 20% of image made up of copy (rule for paid ads)	140 character limit Text based, image content, & GIF's	Short & long form video	Strong visuals - artistically created, specific look & feel with "filters" Also, 15-second videos	Strong visuals - best if linked back to (& pulled from) brand website. Unique vertical dimensions	Visual / image based content & GIF's	6-second videos	Text-based content. Can include visuals, videos & links back to brand website.
<b>PAID MEDIA</b>	Yes - Robust	Yes - Robust	Yes - Robust	In Beta	In Beta	Yes - Basic	No	Yes - Thru Google
<b>WHAT IT CAN HELP ACHIEVE</b>	Awareness Brand Equity Purchase Intent Traffic (for Publishers) Reach New Audiences	Awareness Brand Equity Purchase Intent Traffic (for Publishers) Reach New Audiences	Awareness Brand Equity Purchase Intent Traffic (for Publishers) Reach New Audiences	Brand Equity Purchase Intent Brand Engagement	Brand Equity Brand Engagement Traffic Sales	Brand Equity Traffic	Brand Equity Brand Engagement	Traffic Search Optimization
<b>MAJOR KPI'S</b>	Shares, Comments, Likes Impressions, Video Views CTR, CPE, CPF	Retweets, @replies, Favorites, Followers Impressions, CTR, CPF Hashtag use	Video views Video completion rate Comments, Likes	Likes, Comments, Hashtag use, Impressions (on paid)	Repins, Clicks, Comments	Reblogs, Notes	Revines, Comments, Loops (# of times video is played)	Clicks, Comments, +1's

# Communicate!

- Why social media?
- What message are you trying to send?
- What social site is the most appropriate for you?
- How can you engage your audience?





# USAREC Social Platforms

-  Facebook.com/USAREC & /USARECCSFAB
-  Twitter.com/USAREC\_CG, USAREC\_CSM & USAREC\_DCG
-  Instagram.com/USAREC
-  YouTube.com/USArmyRecruiting
-  Pinterest.com/ArmyRecruiting
-  Flickr.com/usarec
- Recruiter Journal –  
www.therecruiterjournal.com

# Forums

## Recruiter Forum



Joined ▾ Share ▾ Notifications ▾

USAREC Recruiting Forum Members Events Photos Files

Write Post Add Photo / Video Ask Question Add File

**PINNED POST**

 **Staff Sergeant Reardon** with John Dodson and 10 others  
December 21, 2014

The following forum rules are not simply a suggestion. While it's completely understandable that there will be disagreements in the forum, under no circumstances are we going to have verbal attacks or insults against each other. If you feel this is the way a professional should conduct their business, do so OUTSIDE of this forum. Thanks.

**STANDARDS OF CONDUCT for USAREC Recruiting Forum:**

1) Forum members will refrain from identifying individuals, Recruiting Centers, Companies... See More

Like Comment 19

 **Adam Boktor Sr.**  
July 18, 2014

**New Members Please Read**

Welcome to the USAREC Recruiting Forum. This is a place for Soldiers and Civilians affiliated with USAREC to collaborate and communicate regarding topics of interest within our command. This page fills a unique need by using social media to close the distance of our geographically dispersed organization. Members consist of Recruiting NCOs, USAREC Civilian and Military Staff at each echelon, Officers, Future and Former Recruiters, and Family members. Pl...

[Continue Reading](#)

**ABOUT** 5,863 members

Closed Group

Welcome to the USAREC recruiting forum. This group is place to discuss, learn, and share ideas f... See More

5,863 members (265 new) Invite by Email

Tags:  
US Army Recruiting Command (USAREC) · U.S. Army · Social Networking

**CREATE NEW GROUPS**

 Groups make it easier than ever to share with friends, family and teammates.

+ Create Group


**SUGGESTED GROUPS** See All

 **Cooking lounge and recipe swap.**  
1,346 members  
+ Join

 **USAREC AMEDD Recruiting Forum**  
118 members  
+ Join

 **3ANS\_Unitying\_Sisters**  
Wintre-Renee Davis joined  
+ Join

## Spouses Forum




Spouses of USAREC Support Page

Join this group to see the discussion, post and comment. + Join Group

**Members (1,011)** See All

**Friends**

 Kelli Renee

**Admins**

Alysha Renié RC Centeno Amber Nicole

**Other Members**

Savanna LeChemin ant Lisa Schwenk Megan Marie Spencer Karri Vierra Becca Voss McDonough Liz O'Lone Abbott


Mo Maureen Nelson Apryl Dawn Leonard Debora Penton Tashia Marion Jennifer Gesford April Curry

**ABOUT**

Closed Group

"If you're trying to become a member of this group, we will be messaging you to make sure your s... See More

**CREATE NEW GROUPS**

 Groups make it easier than ever to share with friends, family and teammates.

+ Create Group

**SUGGESTED GROUPS** See All

**The Crazy Lives of USAREC Wives**  
158 members  
+ Join

**BFMT-Trying To Conceive**  
2,221 members  
+ Join

**Cleft Mom Support**  
2,170 members  
+ Join

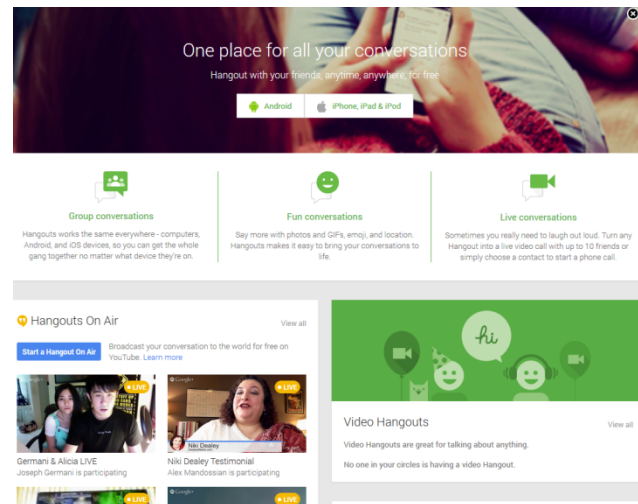
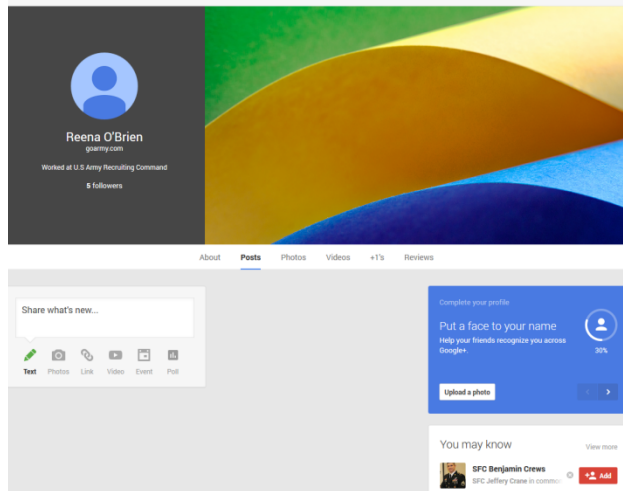
**CarSeat Safety**  
1,900 members  
+ Join

**BFMT Mamas in the Kitchen**  
9,191 members  
+ Join

# Google +



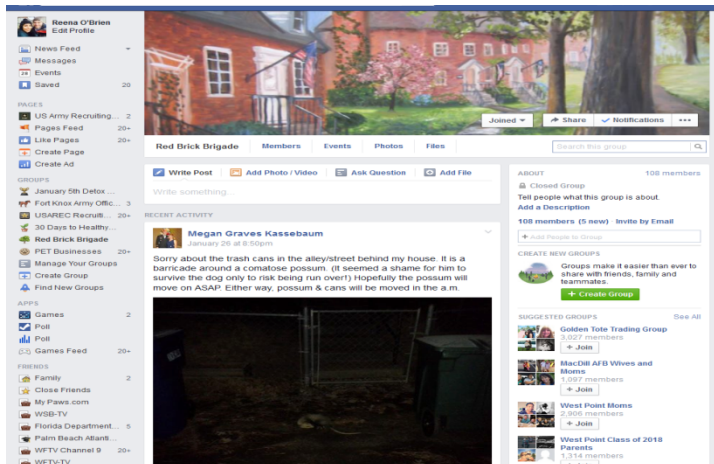
- Create a page – one stop sho
- Google Hangouts – communicate pertinent information face to face



# Facebook



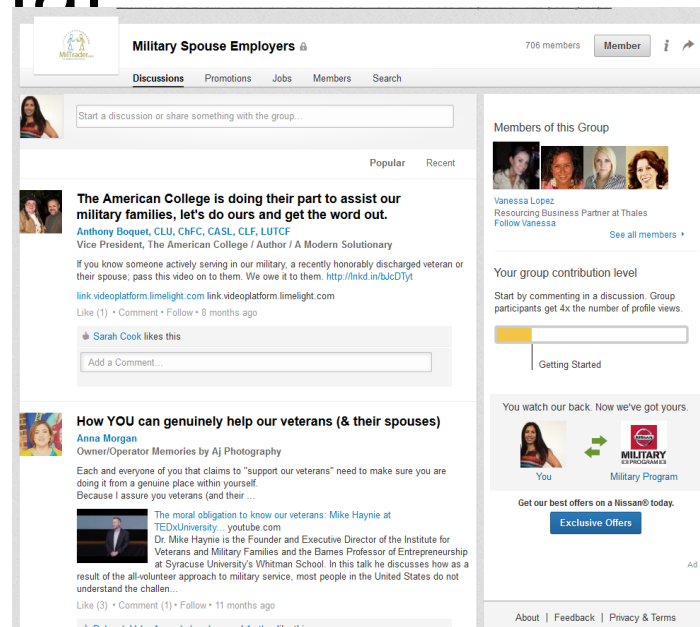
- Create a spouse group page
- Use it to engage and ensure messages are getting pushed out
- Share and build a community



# LinkedIn



- Create a spouse group page
- Use it to engage and ensure messages are getting pushed out
- More professional



# Feedback

- Social Space allows for instant feedback
- Encourages conversation
- Provides a i



# Challenges

- Public Domain
- Safety and Scrutiny
- Army Values





# Helpful Links

[www.usarecsmguide.weebly.com](http://www.usarecsmguide.weebly.com)

<http://www.arcent.army.mil/u-s-army-social-media-handbook>



# Social Media



ALTC

Senior Spouse Agenda

February 11, 2015